

AMENDMENTS TO THE CLAIMS

1. (currently amended) A method of providing content to a consumer having a personal computer, said personal computer including a memory and a visual display, and being able to communicate with the Internet, said method comprising:

providing a wallpaper desktop program operational on the personal computer for displaying one or more wallpaper images on the visual display;

placing at least one wallpaper image file into the memory of the personal computer, ~~said wallpaper image file being capable of being displayed as a wallpaper image on the visual display by said~~ wherein the wallpaper desktop program is capable of causing the personal computer to display the wallpaper image file on the visual display as wallpaper;

~~by a server that is coupled to the personal computer by a computer network,~~ selecting a clickable icon file ~~that corresponds to~~ based, at least in part, on a profile of a user of the personal computer, wherein the clickable icon file is selected by a program module that runs on a server and communicates with the wallpaper desktop program over a computer network;

in response to ~~selecting~~ selection of the clickable icon file by the program module, placing the clickable icon file into the memory of the personal computer, said clickable icon file being capable of being displayed as a clickable icon on the visual display by said wallpaper desktop program;

displaying said at least one wallpaper image on the visual display; and

displaying said clickable icon with said wallpaper image, said clickable icon being persistently displayed on a desktop of the personal computer within the wallpaper image and being capable of being activated by the consumer, whereby, if said clickable icon is activated by the consumer, said wallpaper desktop program causes the personal computer to access a predetermined URL.

2. (original) The method of claim 1 further including the step of embedding the clickable icon in said wallpaper image by combining said clickable icon file with said image file prior to placing said image file and said clickable icon file into the memory.

3. (currently amended) The method of claim 1 further including the step of changing the predetermined URL address by downloading a new URL address and associating the new URL address with the clickable icon file.

4. (original) The method of claim 1 further including the step of providing a wallpaper web site through which the consumer may view said at least one wallpaper image prior to placing said wallpaper image file into the memory.

5. (original) The method of claim 1 further including the step providing a sponsor, said sponsor having a web site, said predetermined URL address connecting said personal computer to said sponsor's web site for advertising goods or services to the consumer.

6. (currently amended) A method for delivering content to a consumer having a personal computer, said personal computer having a memory and a visual display, said personal computer being able to communicate with the Internet, said method comprising:

providing a wallpaper desktop program operational on the personal computer for displaying one or more wallpaper images on the visual display;

placing a wallpaper image file in the memory of the personal computer, said wallpaper image file being capable of being displayed as a wallpaper image on the visual display by said wallpaper desktop program;

placing at least one clickable icon file into the memory of the personal computer, said clickable icon file being capable of being displayed as a clickable icon on the visual display by said wallpaper desktop program;

displaying said wallpaper image on the visual display; and

displaying said clickable icon with said wallpaper image, said clickable icon being capable of being activated by the consumer, ~~whereby, if~~ wherein, when said clickable icon is activated, said desktop program causes the personal computer to access a predetermined web site on the Internet that provides an option to purchase an item associated with said wallpaper image.

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7. (Original) The method of claim 6 further including the step of providing a wallpaper web site through which the consumer may view said wallpaper image prior to placing said wallpaper image file into the memory of the personal computer.

8. (original) The method of claim 6 further including the step of periodically transmitting to the personal computer a notice that additional wallpaper images are available for downloading to the consumer's personal computer.

9. (original) The method of claim 7 further including the step of providing a consumer preference form at said wallpaper web site, and requiring the consumer to provide information to said form prior to placing said wallpaper image file into the memory of the personal computer.

10. (previously presented) The method of claim 9 further including the step of using the information from said form to determine additional wallpaper images of interest to the consumer.

11-20. (canceled)

21. (previously presented) The method of claim 6, wherein the item associated with the wallpaper image is a hard copy of the wallpaper image.

22. (previously presented) The method of claim 6, wherein the item associated with the wallpaper image is a physical poster or a print containing the wallpaper image.

23. (currently amended) The method of Claim 1, wherein the step of selecting a clickable icon file ~~that corresponds to a profile of a user~~ comprises selecting the clickable icon file based at least in part on wallpaper preference data of the user.

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24. (currently amended) The method of Claim 1, wherein the step of selecting a clickable icon file ~~that corresponds to a profile of a user~~ comprises selecting the clickable icon file based at least in part on a wallpaper image download history of the user.

25. (currently amended) The method of Claim 1, wherein the step of selecting a clickable icon file ~~that corresponds to a profile of a user~~ comprises selecting the clickable icon file based at least in part on wallpaper search criteria specified by the user.

26. (currently amended) The method of Claim 1, wherein the step of selecting a clickable icon file ~~that corresponds to a profile of a user~~ comprises selecting the clickable icon file based at least in part on preference data entered by the user into a form of a web site that provides access to a database of downloadable wallpaper images.

27. (previously presented) The method of Claim 1, wherein the wallpaper desktop program includes a screen saver feature that moves the clickable icon across the visual display of the computer to refresh at least a portion of the visual display.

28. (previously presented) The method of Claim 1, wherein the URL is a URL of a web site on the Internet.

29. (previously presented) The method of Claim 1, wherein the URL is a URL of a web site on the Internet that provides an option for the consumer to purchase an item associated with the wallpaper image.

30-47. (canceled)

48. (withdrawn) A method for marketing a hard copy of an image, such as a poster, painting, print, or the like, to a consumer having a personal computer, said personal computer having a memory and a visual display, said personal computer being able to communicate with the Internet, said method comprising:

providing a wallpaper desktop program operational on the personal computer for displaying one or more wallpaper images on the visual display;

placing a wallpaper image file in the memory of the personal computer, said wallpaper image file being capable of being displayed as a wallpaper image on the visual display by said wallpaper desktop program;

placing at least one clickable icon file into the memory of the personal computer, said clickable icon file being capable of being displayed as a clickable icon on the visual display by said wallpaper desktop program;

displaying said wallpaper image on the visual display;

displaying said clickable icon with said wallpaper image, said clickable icon being capable of being activated by the consumer, whereby, if said clickable icon is activated, said desktop program causes the personal computer to access a predetermined web site on the Internet where the consumer can purchase a hard copy of said wallpaper image;

providing a wallpaper web site through which the consumer may view a wallpaper image prior to placing said wallpaper image file into the memory of the personal computer;

providing a consumer preference form at said wallpaper web site, and requiring the consumer to provide information to said form prior to placing said wallpaper image file into the memory of the personal computer; and

using the information from said form to determine additional wallpaper images of interest to the consumer and for periodically transmitting to the personal computer a notice that said additional wallpaper images are available for downloading to the memory.

49. (withdrawn) The method of Claim 48, wherein displaying said clickable icon with said wallpaper image comprises displaying the clickable icon persistently on a desktop of the personal computer.

50. (withdrawn) The method of Claim 48, wherein displaying said clickable icon with said wallpaper image comprises embedding the clickable icon within said wallpaper image.

51. (currently amended) A method of providing content to a consumer having a personal computer with a visual display, the method comprising:

selecting a wallpaper image to display on the visual display of the personal computer; said wallpaper image represented by a wallpaper image file;

selecting a clickable image to display within the wallpaper image on the visual display of the personal computer, said clickable image represented by a clickable image file, and being associated with a URL, wherein the clickable image is selected programmatically by a computer based, at least in part, on user profile data;

embedding the clickable image within the wallpaper image by combining file code of the clickable image file with file code of the wallpaper image file, to generate a modified wallpaper image that includes the clickable image; and

displaying the modified wallpaper image on the visual display as desktop wallpaper such that selection of the clickable image causes the personal computer to access the URL.

52. (currently amended) The method of Claim 51, wherein the ~~clickable image is generally unremovable from the modified wallpaper image by a user of the personal computer~~ modified wallpaper image is represented as a single image file that contains file code of both the clickable image file and the wallpaper image file.

53. (previously presented) The method of Claim 51, wherein the clickable image is an icon.

54. (previously presented) The method of Claim 53, further comprising displaying an additional icon within the modified wallpaper image by overlaying the additional icon on the modified wallpaper image, without embedding the additional icon therein.

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55. (previously presented) The method of Claim 51, wherein the step of selecting the clickable image is performed by a server based on a user profile associated with the personal computer, said server being separate from the personal computer.

56. (currently amended) The method of Claim ~~55~~ 51, wherein the user profile data includes a wallpaper image download history of a user, and said wallpaper image download history is taken into consideration in programmatically selecting the clickable image.

57. (currently amended) The method of Claim ~~55~~ 51, wherein the user profile data includes wallpaper image search criteria specified by a user, and said wallpaper image search criteria is taken into consideration in programmatically selecting the clickable image.

58. (previously presented) The method of Claim 51, wherein the clickable image is selected by a server based on a user profile associated with the personal computer, and the step of embedding the clickable icon within the wallpaper image is performed before the wallpaper image is downloaded to the personal computer.

59. (previously presented) The method of Claim 51, wherein the URL is a URL of a web site that provides a user option to purchase an item associated with the wallpaper image.

60. (previously presented) The method of Claim 59, wherein the item is a hard copy of the wallpaper image.

61 (previously presented) The method of Claim 59, wherein the item is a product that is shown in the wallpaper image.

62. (new) The method of Claim 51, wherein the steps of selecting the wallpaper image and selecting the clickable image are performed programmatically by a server system that communicates with the personal computer.